Other embodiments are within the scope of the following claims.

What is claimed is:

1   1.   A method of adapting an electronic personal assistant to

2   a subscriber for whom the electronic personal assistant provides

3   services, comprising:

4   associating with a subscriber an electronic personal

5   assistant personality defined by personality parameters; and

6   adjusting the personality parameters based on

7   interactions with the subscriber over time.

1   2.   The method of claim 1, further comprising:

2   providing profiles, each of the profiles defining a value

3   corresponding to a default value and a variation from the

4   default value for each of the personality parameters.

1   3.   The method of claim 2, wherein each profile corresponds

2   to a culture and the default value corresponds to a cultural

3   norm associated with the culture.

1   4.   The method of claim 3, wherein each profile further

2   corresponds to a market segment and the default value

3   corresponds to a market segment norm.

1   5.   The method of claim 4, further comprising:

2   selecting one of the profiles for the subscriber.

1 6. The method of claim 1, further comprising:

2   defining the personality parameters to include

3 personality traits.

1 7. The method of claim 6, wherein the personality traits are

2 based on factors of the 16PF Model.

1 8. The method of claim 7, wherein the personality traits are

2 represented as one or more surface traits.

9. The method of claim 5, wherein adjusting comprises:

   observing a contact from the subscriber;

   analyzing the observed contact; and

   modifying the values of the personality parameters

5 according to the defined variation based on the analysis of the

6 observed contact.

1 10. The method of claim 9, wherein the personality

2 parameters are mapped to sets of rules.

1 11. The method of claim 10, wherein analyzing comprises:

2   applying rules within the sets of rules to the

3   observed contact.

1   12.   The method of claim 10, wherein analyzing further

2   comprises:

3   applying an artificial intelligence inference

4   algorithm to the observed contact.

1   13.   The method of claim 12, wherein the variation

2   associated with each personality parameter comprises a range of

3   the values and the values within the range of values are

4   associated with unique voice prompts.

1   14.   The method of claim 13, wherein adjusting further

2   comprises:

3   selecting a new one of the personality parameters values

4   based on the application of the artificial intelligence

5   inference algorithm and the rules; and

6   selecting one of the unique prompts associated with the

7   selected new one the personality parameters values.

1   15.   The method of claim 14, further comprising

2   monitoring the electronic assistant personality

3   adjusting; and

4   providing additional values and associated unique prompts

5   based on the monitoring.

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1   16.   A computer program product residing on a computer

2   readable medium for adapting an electronic personal assistant to

3   a subscriber for whom the electronic personal assistant provides

4   services, comprising instructions for causing a computer to:

5   associate with a subscriber an electronic personal

6   assistant personality defined by personality parameters; and

7   adjust the personality parameters based on interactions

8   with the subscriber over time.

1   17.   A personal assistant system comprising:

2   a personality unit;

3   personality parameters stored in a database to which the

4   personality unit is coupled;

5   an interface coupled to the personality component for

6   enabling interactions with a subscriber; and

7   wherein the personality unit is configured to analyze the

8   interactions with the subscriber and adjust the personality

9   parameters based on the results of the analysis.

1 18.   The personal assistant system of claim 16, wherein the

2 personality unit is further configured to indicate a voice

3 prompt selection based on the adjusted personality parameters.